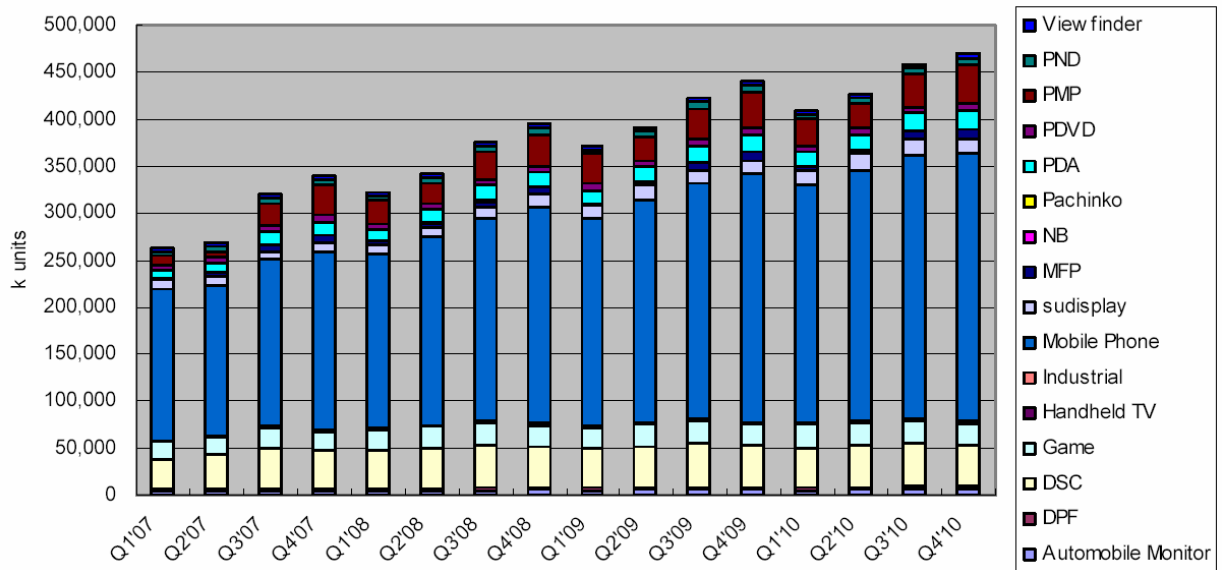


Quarterly shipment of medium- and small-sized panel, Q1, 2007-Q4, 2010



Source: ResearchInChina

Average sales price of medium- and small-sized panel in Q2 2007

Application	Japanese yen	US\$	Q/Q (Yen)	Y/Y (Yen)
Mobile Phone	981	\$8.32	-7%	-17%
PDA	3,000	\$25.44	-3%	-19%
Automobile Monitor	7,532	\$63.87	-4%	-7%
Digital Still Camera	956	\$8.11	-2%	-28%
Video Camera	1,184	\$10.04	-5%	-32%
Portable DVD Player	3,190	\$27.05	7%	-2%
MP3	389	\$3.30	2%	-30%
PMP	1,713	\$14.52	-1%	11%
Applied areas	Japanese yen	US\$	Q/Q (Yen)	Y/Y (Yen)
Digital Picture Frame	3,649	\$30.94	4%	
Amusement	1,896	\$16.08	3%	-13%
Multi Function Printer	1,133	\$9.61	-5%	-50%
Handset Sub Display	356	\$3.02	-7%	-15%
Electronic Viewfinder	434	\$3.68	-6%	-15%
Portable Navigation Device	3,357	\$28.47	-7%	

Automotive	407	\$3.45	5%	3%
Home	121	\$1.03	4%	-53%
Office	274	\$2.32	16%	-40%
Others PM FPD	542	\$4.60	-9%	-57%
Others	5,037	\$42.72	2%	-21%
Total	1,052	\$8.92	0%	-16%

Source: ResearchInChina

*Average sales price of medium- and small-sized panel According to technology*

Q2 2007

Technology	Japanese yen	US\$	Q/Q (Yen)	Y/Y (Yen)
TN LCD	186	\$1.58	6%	-39%
MSTN	321	\$2.72	0%	3%
CSTN	549	\$4.66	-7%	-23%
a-Si TFT LCD	1,612	\$13.67	-7%	-17%
LTFS TFT LCD	1,583	\$13.42	0%	-13%
PMOLED	607	\$5.14	-10%	-14%
LTFS TFT OLED	3,850	\$32.65	-4%	26%
EPD	165	\$1.40	-9%	
Total	1,052	\$8.92	0%	-16%

Source: ResearchInChina

*Shipment of medium- and small-sized panel According to technology in Q2 2007*

Ranking	Technology	Units (M)	Share	Growth (Q/Q)	Growth (Y/Y)
1	a-Si TFT LCD	165.3	30.5%	3%	6%
2	LTPS TFT LCD	107.7	19.9%	1%	33%
3	CSTN	105.4	19.4%	-4%	-7%
4	MSTN	81.1	14.9%	-3%	6%
5	TN LCD	58.6	10.8%	-14%	130%
6	PMOLED	19.5	3.6%	6%	23%
7	HIPS TFT LCD	2.3	0.4%	2%	-1%
8	LCOS	1.8	0.3%	8%	-29%
9	EPD	0.4	0.1%	-81%	
11	LTPS TFT OLED	0.4	0.1%	37%	538%
12	a-Si TFT EPD	0.1	0.0%	33%	
	Total	542.6	100.0%	-2%	15%

Source: ResearchInChina

*Shipment of medium- and small-sized panel in Q2 2007*

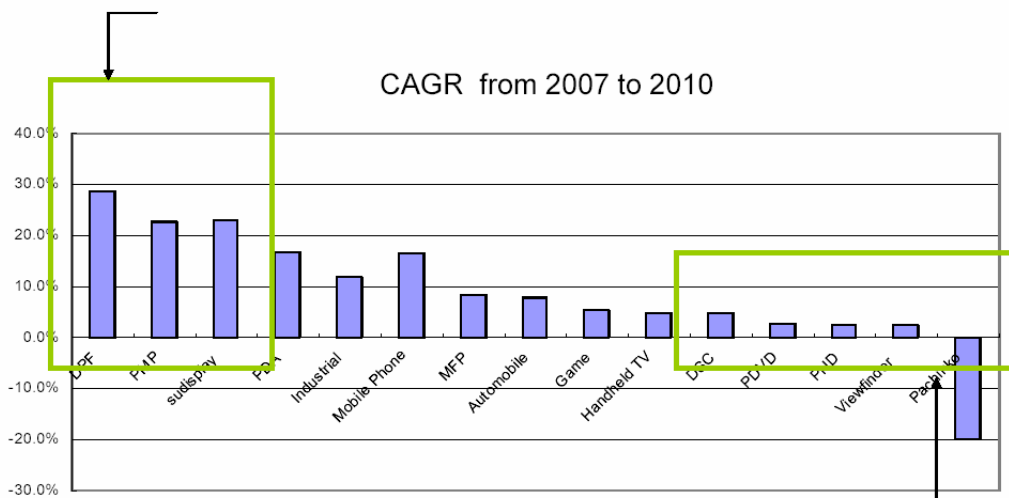
Rank	Application	Units (M)	Share	Growth (Q/Q)	Growth (Y/Y)
1	Handset	275.1	50.7%	1.0%	0.0%
2	Handset Sub Display	58.2	10.7%	-16.0%	-0.3%
3	Digital Still Camera	37.2	6.9%	15.3%	23.3%
4	Automotive	33.7	6.2%	-1.5%	45.5%
5	Office	27.8	5.1%	-21.5%	119.2%
6	Amusement	19.0	3.5%	-1.6%	35.6%
7	Home	16.8	3.1%	-19.5%	942.6%
8	PDA	9.1	1.7%	23.3%	4.9%
9	PMP	8.4	1.5%	-35.6%	-0.6%
10	Portable Navigation Device	7.4	1.4%	65.0%	
11	Portable DVD Player	5.8	1.1%	-3.4%	-19.8%
12	Electronic Viewfinder	5.4	1.0%	-3.5%	-15.5%
13	Video Camera	4.8	0.9%	-12.3%	-3.7%
14	Multi Function Printer	4.6	0.9%	74.0%	35.2%
15	Automobile Monitor	4.1	0.8%	11.5%	7.5%

16	MP3	4.1	0.8%	-0.4%	-41.6%
17	Digital Picture Frame	1.5	0.3%	71.3%	
	Other	19.5	3.6%	12.5%	154.0%
	Total	542.6	100%	-2%	15%

Source: ResearchInChina

*Annual growth rate of downstream products, 2007-2010*

• DPF, PMP, & PDA still keep the high growth rate



• P-DVD & DSC will show slow growth rate.

Source: ResearchInChina